

MORGAN COUNTY TOURISM PROFILE

County Indicator	2010	2011	2012	% Change 2011-2012	State Ranking
DEMOGRAPHIC					
Population	9,469	9,685	n/a	-	
Total Non-Ag Employment	1,815	1,802	n/a	-	
Non-Ag Avg Monthly Wage	\$2,776	\$2,837	n/a	-	
Per Capita Income	\$31,344	\$33,278	n/a	-	
Unemployment Rate*	7.3%	5.7%	n/a	-	
SPENDING & EMPLOYMENT					
Spending by Travelers**	\$5,761,999	\$6,473,530	\$6,978,670	7.8%	
Travel & Tourism Related Employment	108	117	122	4.3%	
TOURISM TAX REVENUES					
Local Tax Revenues from Traveler Spending**	\$301,357	\$341,415	\$350,100	2.5%	
Transient Room Tax	\$6,293	\$4,867	\$4,434	-8.9%	
Restaurant Tax	\$36,682	\$37,398	\$42,591	13.9%	
Car Rental Tax	\$6,418	\$8,846	\$8,996	1.7%	
Retail Sales					
Gross Taxable Retail Sales	\$67,556,842	\$74,597,693	\$73,204,000	-1.9%	
REGIONAL VISITATION COUNTS					
Willard Bay S.P.	340,645	337,072	348,534	3.4%	
Antelope Island S.P.	285,390	282,145	292,662	3.7%	
Great Salt Lake S.P.	249,085	254,317	272,842	7.3%	
Rockport S.P.	132,415	146,314	157,575	7.7%	
East Canyon S.P.	83,967	100,250	82,731	-17.5%	
Golden Spike N.H.S.	43,561	43,933	42,238	-3.9%	

* Several Counties have identical Unemployment Rates

** GOPB methodology change for 2010 calculations

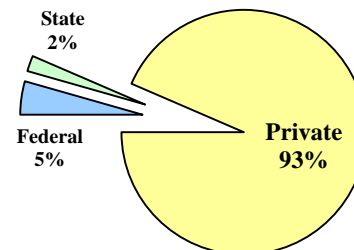
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Land Ownership - 2012	% Total
Total Acres in County	100.0%
Federal Government	4.4%
BLM	0.2%
US Forest Service	4.2%
National Park Service	--
National Wildlife Service	--
Other •	--
State Government	2.1%
Utah State Parks & Recreation	0.2%
Utah State Wildlife Reserves	1.9%
State Trust Lands	--
Other ••	--
American Indian	--
Private*	93.5%

• Includes Military and Bankhead Jones land

•• Includes State Sovereign and UDOT land

Land Ownership - 2012



Morgan County Tourism Profile

